



## TRADE MISSION TO Dubai, UAE



### MENA Infrastructure: Key Themes For 2017



The Ministry of International Trade (MIT) in cooperation with the Canadian Consulate in Dubai is organizing an Ontario Pavilion in the BIG 5 International Building & Construction Show, which will take place in Dubai, UAE, November 26-29, 2017

The BIG 5 is the largest construction event in the Middle East, and is the global meeting place for suppliers looking to meet with key buyers and distributors in dedicated product sectors. It covers 10,000 sqm, draws over 2586 exhibitors from 59 countries, visited by over 78,579 from 142 countries.

For more information, you can visit BIG 5 website at: <https://www.thebig5.ae/>

Unlike many other international markets, construction in the Middle East continues to grow, offering huge potential to international exhibitors who are looking develop their business and The Big 5 is the perfect place to cultivate new opportunities in the region.

MENA will be the fastest growing region globally, overtaking 2016 leader Asia; UAE back on the top as largest MENA market with EXPO 2020; Saudi is launching huge economic reforms and mega projects for the coming 20 years. Qatar is preparing for the 2022 FIFA World Cup under the slogan “Expect Amazing”, the country has planned energy and infrastructure projects at an estimated net value of USD 150 billion before 2022.

The purpose of the mission is to help Ontario companies promote their products and services, meet key business players, governmental stakeholders and business associations from construction/ infrastructure sector, in order to further business relationships between companies in Ontario/ Canada and the MENA region, to create awareness in the MENA about the Ontario companies’ competencies and capacities and to introduce investment opportunities available in the MENA region



## ONTARIO PAVILION

The Ontario government has booked 36 sqm for the Ontario/ Canada pavilion in the Canada section to accommodate up to 8 Ontario companies in an open-concept booth.

### *Mission Package*

**Ontario companies are invited to exhibit their products/technologies and services at a reduced cost.**

The mission package will include:

- Fully equipped space (incl. meeting room space)
- Registration and insurance
- BIG 5 2017 catalogue listing
- Mission directory listing
- Corporate branding/signage (i.e. company logo and poster graphics)
- Single Internet usage
- Exhibitor badges
- Market/ sector briefing
- Pre-arranged B2B meetings
- Networking Event

### **Additional Financial Assistance**

I would encourage you to review the Export Market Access grant program at [www.exportaccess.ca](http://www.exportaccess.ca). The program is funded by the Ontario Government and administered through the Ontario Chamber of Commerce and geared towards helping Ontario SME's develop new export markets.

**If you are interested in participating in this mission, please respond by indicating your interest by June 21, 2017**

The registration package will be available for distribution in Mid-July.

We are looking forward to working with you.

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For further information, please contact:

Ministry of International Trade - Ontario

Eyad Qudsi, Area Director, Middle East and Africa

(Clean technology, Construction & Infrastructure, Aerospace & Defence)

Tel: 416-212-1675 / email: [eyad.qudsi@ontario.ca](mailto:eyad.qudsi@ontario.ca).